



SIGN COMMITTEE (SC)

SIGN REVIEW GUIDELINES

February 18, 1999

In addition to these General Guidelines,
the Sign Committee is guided by the following documents:

Architectural Board of Review Guidelines

El Pueblo Viejo Guidelines

Haley-Milpas Design Manual

Airport Design Guidelines

Waterfront Area Design Guidelines

Upper State Street Design Guidelines

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I. BACKGROUND, OBJECTIVES AND INTERPRETATION

A. BACKGROUND

A sign is the most prevalent mass communication medium and has a strong impact on the environment. Signs transmit messages beyond the boundaries of the sites on which they are located. Thus, they become the concern of all persons who inhabit or use an area.

The City of Santa Barbara recognizes that a sign is an integral part of the cityscape and, as such, can detract from or enhance the City's image and character. The City first adopted a sign ordinance in 1922. Many changes in sign review have occurred since that time. In 1960, the Architectural Board of Review (ABR) began reviewing certain types of signs. Their purview expanded by stages until all signs - permanent or temporary - were subject to ABR review. In 1977, the Landmarks Committee began to review signs in El Pueblo Viejo in order to assure that such signs comply with the Historic Structures Ordinance. In July 1977, in order to simplify and expedite the review process, a Sign Sub-Committee was formed from the membership of each of the two committees. The Sub-Committee reviewed, approved, conditionally approved or denied all signs subject to ratification of its actions by the ABR and the Landmarks Committee.

Subsequently, an amended Sign Ordinance was adopted in 1981. This ordinance changed the sub-committee to full committee status and added two members and an alternate from the business community. In June 1995, the Conforming Sign Review process was created to substitute for the Consent Calendar and to simplify the process for obtaining sign permit approvals.

B. GOALS AND OBJECTIVES

The Sign Committee's goals are:

1. To promote aesthetic signing and graphic design that enhances the architectural or historic quality of a building, and thus protect the distinct and historic nature of Santa Barbara's cityscape;
2. To promote signs that are visually effective; and
3. To promote high standards of graphic design and the construction of aesthetically pleasing signs.

These guidelines are intended to assist the public with the Sign Committee review process by clarifying the criteria and procedures to apply for a sign permit. These guidelines will be the basis for decisions by the Sign Committee. They are designed for use by architects, designers, business owners and managers, sign contractors, government agencies and the general public to assist in compliance with the Sign Ordinance.

C. INTERPRETATION AND APPLICATION

These Guidelines are designed to provide direction to the members of the Sign Committee and to the public as a whole; they are not intended to be binding in nature. Although

failure to meet the Guidelines can form a basis for denial of a project, non-compliance with these Guidelines shall not be grounds to invalidate any action taken by the Sign Committee, nor shall such non-compliance constitute a cause of action against the City or its officers, employees or agents concerning any matter.

All questions regarding the proper interpretation and application of these Guidelines shall be resolved by the Sign Committee or, upon appeal, the ABR, HLC, or City Council.

II. APPLICATION REVIEW PROCEDURES

A. APPLICATION REVIEW

1. MEETING DATES AND LOCATION

Every other Wednesday at 1:30 P.M. Meetings are held in the Public Meeting Room, Community Development Department, 630 Garden Street, Santa Barbara, California.

Occasionally there is a need to cancel a regular meeting or to hold a special meeting. Dates and times of such meetings shall be posted in the usual manner.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Planning Division at (805) 564-5470. Notification at least 48 hours prior to the meeting will enable the City to make reasonable arrangements.

Conforming Sign Review is conducted on Wednesday of each week with the Planning Division Staff by the Chair or Vice-Chair of the Sign Committee or their designated alternate.

2. APPLICATIONS AND FILING

Community Development Department/Planning Counter
630 Garden Street, Santa Barbara, California.

Hours: 8:30 A.M. to 12:00 P.M.; 1:00 P.M. to 4:30 P.M., Monday thru Friday.

Application deadlines for the full Sign Committee, Wednesday at 4:30 p.m. for the following Wednesday's meeting. There are no application deadlines for Conforming Sign Review. Applications for Conforming Sign Review may be submitted any time during the week and will be reviewed on Wednesday mornings. Planning Division Staff will inform the applicant of the approval. All applications shall be complete; no partial submittals will be accepted or scheduled. Submittal requirements are available at the Planning Counter.

3. NOTICE AND POSTING

The regular Sign Committee agenda is posted for public review on the bulletin boards at City Hall, City Clerk's office and in the Planning Counter area at 630 Garden Street, a minimum of 72 hours prior to each meeting.

4. FEES

Refer to current fee resolution adopted by the City Council. Staff at the Planning Counter can provide the information.

5. STAFF

Community Development Department
Planning Division
630 Garden Street

Phone: 564-5470

B. PRESENTATION OF PROJECTS

All levels of review with the exception of the Conforming Sign Review require the presentation of the project by the applicant or the applicant's representative. Items on the agenda not so represented shall be continued or postponed indefinitely. The applicant or representative will be responsible for rescheduling the project.

C. REVIEW PROCESS

1. An application form must be completed and permit fee paid to the Community Development Department, Planning Division. In addition, the following information and materials must be supplied by the applicant when the fee is paid:
 - a. Color and material samples, stating manufacturer's name and number, and identified as to location on the sign;
 - b. Photographs, mounted on an 8½" x 11" sheet of paper, showing view of the building and/or site where the sign is to be located, all existing signs to remain, and views of surrounding properties. Poorly exposed photographs and Polaroid-type photographs are unacceptable;
 - c. Partially colored rendering and drawing of sign to scale, including supporting structure;
 - d. Building elevation to scale, including supporting structure; and
 - e. Where applicable, complete sign lighting plans indicating type, placement, and wattage of fixture.
2. Applications are reviewed by staff to determine if they should be placed on the next open agenda. The applicant will be notified by mail of the date of the Sign Committee meeting, and either the applicant or agent must be present at the meeting unless prior arrangements are made with staff.

D. LEVELS OF REVIEW**1. CONCEPT REVIEW**

- a. Informal review process during which no formal action is taken. Applicants are encouraged to come in with sketches and/or very conceptual drawings. Comments are made that give the applicant general direction for future review but are not binding on future discussion of the item.
- b. The Committee shall not give a final approval until sufficient information has been given and additional fees have been paid.
- c. Concept review considers broad issues such as signage location, general architectural style and the sign's size and color.

2. FINAL REVIEW

- a. Final Review is a formal review of completed working drawings, prior to submittal for a building permit.
- b. The final plans will be approved if they are in substantial conformance with the plans given conceptual approval. All ABR/HLC Conditions of Approval shall be included on the plans if signage is associated with a design review.
- c. At least three members shall vote in order to grant Final Approval.
- d. All details, color samples, mounting hardware and exterior lighting fixtures should be included for review.

3. REVIEW AFTER FINAL

Review after Final occurs when there is a proposed change to a sign after final approval has been granted. Plans submitted should include all information on drawings which reflect the proposed changes. If changes are not clearly delineated or shown, they cannot be construed as approved. Additional fees are charged for Review after Final.

4. CONFORMING SIGN REVIEW

- a. Conforming Sign Review is meant to expedite the review of minor conforming signs. Applications for signs conforming to the Sign Ordinance and Sign Review Guidelines may be eligible for review and approval by the Chair or Vice-Chair of the Sign Committee or their designated alternate. Conforming signs which meet the following criteria shall be referred by Staff for Conforming Sign Review:
 - (1) Minor wording, name, color and/or face changes which do not affect the character or location of a sign;
 - (2) Signs for a commercial or industrial complex where a previously approved sign program is in effect and the proposed sign conforms to the program;
 - (3) Thirty (30) day extension of temporary signage;
 - (4) Conceptually approved signs, if all Committee conditions are met;
 - (5) Ongoing flag changes if there is no change to the Sign Committee approved flag programs; and
 - (6) Awning signs.
- b. Sign applications which do not meet these specific criteria may be referred by the Chair, Vice-Chair or their designated alternate for Conforming Sign Review, if deemed appropriate.
- c. The full Sign Committee may also direct some projects or portions of projects to the Conforming Sign Review.
- d. Applicants are not required to attend or make a presentation of the sign application. Signs approved at the Conforming Sign Review will be announced at the full Sign Committee meeting and will be reflected in the minutes under General Business. No action by the full Committee is required.

- e. Sign applications reviewed at the Conforming Sign Review must be complete. If an application is incomplete, the application will be rejected or a warning of No Action will be given to the applicant.
- f. All items are considered for formal Final review except those submitted for Concept review.
- g. Items approved with conditions are considered to be approved “in concept”. Final approval depends on plans being resubmitted to the Chair, Vice Chair or staff showing in detail all the revisions and changes required. When plans are received, staff will determine if the item is a Conforming Sign Review item. The applicant’s presence is not necessary since the Chair or Vice-Chair will only be ratifying affirmation by staff that the conditions of approval are met.

E. PROCEDURE FOR CONTINUANCES, POSTPONEMENTS AND ABSENCES

- 1. A continuance is the carrying forward of an item under discussion to a future meeting. Presentation and discussion took place on the date on which the continuance occurred. To be considered for a continuance, the applicant must attend the meeting and make a presentation. An application may be continued (i) at the request of the applicant, (ii) by action of the Committee if a continuance is found to be necessary to receive reports from other agencies or departments which pertain to the project, or (iii) by the Committee if the applicant does not object.
- 2. A postponement is deferral of the consideration of an agenda item to a future meeting. No discussion or presentation takes place on the date a postponement occurs. To be considered for a postponement, the applicant must contact Sign Committee staff prior to the meeting date and state the reason(s) justifying the postponement. If an application has been postponed more than twice, the Sign Committee may deny the application without prejudice to a future application.

If an applicant fails to attend the Sign Committee meeting without having contacted staff, the item will be postponed indefinitely, or continued indefinitely if some discussion took place. It is the applicant's responsibility to reschedule the item for consideration.

Committee members absent when any item that was heard and discussed at previous meetings may comment and vote on such item if the applicant has no objection.

- 4. To reschedule Committee review after being continued or postponed indefinitely, the applicant must submit a Supplemental Application Form along with any revised plans.

F. APPEALS, EXCEPTIONS AND EXPIRATION OF APPROVAL

1. APPEALS

- a. Any action or decision of the Sign Committee may be appealed. A letter of appeal must be filed with the Planning Division within ten (10) days of the contested action;
- b. Appeals for projects located within El Pueblo Viejo District will be heard by the HLC. All other appeals will be heard by the ABR;
- c. Any action of the HLC or the ABR may be appealed to the City Council by filing a letter of appeal with the City Clerk within ten (10) days of the contested action; and
- d. No member of any appeal board who is also a member of the Sign Committee and who participated in the decision of the Sign Committee shall act on the appeal.

2. EXCEPTIONS

- a. A person desiring to erect a sign which does not comply with the provisions of the Sign Ordinance must file an application for an exception and pay the fee as established by Council resolution.
- b. Before an exception may be approved, the following findings must be made by the Sign Committee:
 - (1) There are exceptional or extraordinary circumstances or conditions applicable to the property involved, or to the intended use of the property, that do not generally apply to other properties in the vicinity.
 - (2) The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity.
 - (3) The proposed sign is in conformance with the purpose and intent of the Sign Ordinance as stated in Santa Barbara Municipal Code Section 22.70.010.B.

3. EXPIRATION OF APPROVAL

The Sign Committee approval is not valid if a building permit is not obtained within 6 months after Sign Committee approval is granted.

G. PLAN CHECK AND BUILDING PERMIT

1. After obtaining approval from the Sign Committee the applicant must obtain a building permit from the Division of Land Use Controls.
2. An additional electrical permit is required for all illuminated signage.
3. Monument signs or structural details for sign attachment may require additional review by the Division of Land Use Controls.

III. DUTIES, POLICIES AND CONDITIONS:**A. POWERS AND DUTIES**

1. Review, approve, conditionally approve or deny sign permit applications;
2. Advise and confer with the ABR and the HLC concerning sign design considerations;
3. Keep a public record of all minutes, resolutions, motions and actions;
4. Conduct periodic surveys of the City to assure compliance with the Sign Ordinance; and,
5. Conduct surveys to determine signs of unique character.

B. SIGN COMMITTEE JURISDICTION

The Sign Committee reviews all applications for signs which require permits; these include:

1. Any new sign which is not exempted from review. (Exempt signs are listed in the Sign Ordinance);
2. All lighting associated with a sign;
3. All supports, mountings, and landscaping associated with a sign;
4. All face changes, name changes or any other change in the character of a sign; and

5. Any sign that is moved to another site or relocated on its current site.

Before a sign permit is issued for the display, construction or alteration of a sign within the City of Santa Barbara, the sign must have the approval of the Sign Committee.

C. SPECIFIC POINTS OF SIGN COMMITTEE REVIEW

1. Building frontage, relationships to architecture, sign area;
2. Colors, materials, mountings, graphic qualities;
3. Conformance to Historic District Guidelines;
4. Neighborhood compatibility;
5. Sign function and visibility;
6. Lighting;
7. Landscaping;
8. Sign Programs; and
9. Other approvals required.

D. POLICIES

The Sign Committee has established certain policy guidelines for each of the specific points of review. These are intended to provide general direction to an applicant coming before the Committee.

1. Building frontage:
 - a. The Sign Committee is primarily concerned with the appropriateness of the sign. A sign should be designed so that its size and proportion is properly related to the buildings on and near the site, and to the size, shape and orientation of the property;
 - b. A sign should be visually consistent with the architecture of the building which it identifies;
 - c. The maximums established by the Sign Ordinance are legal maximums only and as such may not necessarily be permitted; and
 - d. When two or more businesses share a building, the legal maximum sign area must be shared.
2. Colors, materials, graphic qualities and mountings:
 - a. Generally, all colors, except day-glo, may be allowable depending on their relationships to architecture, the business, and the neighborhood;
 - b. The amount of copy and number of colors an individual sign contains should be limited. The listing of services rendered or items offered for sale, or the use of telephone numbers or arrows on the sign are generally unacceptable. A clear and direct graphic approach is best, when a directional indicator is deemed necessary, a graphic of a painted hand is preferable;
 - c. Detailed copy could be handled several different ways including, on a separate panel from the main sign, in two inch or smaller letters in a window, or by a window display of products exclusive of copy;

- d. Signs shall be compatible with the buildings they identify in terms of materials, colors and design. Signs to be located on existing or proposed buildings should be designed to form an integral part of the building design and should not appear “tacked-on”;
 - e. Projecting internally-illuminated signs detract from the architecture and are thus unacceptable;
 - f. Sign boards should be pegged off the wall so as to appear to float on the wall surface;
 - g. It is sometimes impractical to reduce a logo so that every letter is below the maximum height allowable. In this case, to enable the sign to be legible under normal viewing conditions, the Sign Committee may allow one or more letters to exceed the maximum if both the majority of letters and the average letter height is below the maximum;
 - h. Signs which read vertically are discouraged;
 - i. Neon signs should be for business identification only. Neon “OPEN”, “BEER” and similar window signs are unacceptable as they detract from principal signage;
 - j. Gasoline price signs shall not exceed the minimum six inches (6”) required by State Law;
 - k. All exposed plastic signs shall have a matte finish;
 - l. Preference for use of dark background in internally illuminated cabinets (ground signage);
 - m. Preference of dark background and light (reversing) copy on all signs as they read better;
 - n. Signs which do not relate to the entrance address of the building on which they are placed, but instead are intended to be seen from a nearby thoroughfare or freeway will not be permitted; and
 - o. All signs on parcels immediately adjacent to EPV are subject to EPV regulations.
3. Conformance to Historic District Guidelines:
- a. In addition to other design considerations, signs in El Pueblo Viejo Landmark District (EPV) must be appropriate to the Hispanic architectural tradition of Santa Barbara and traditional sign design;
 - b. Lighting for signs in EPV shall be decorative and historical in character or else hidden from view. The use of lanterns is encouraged; spotlights are prohibited;
 - c. Lettering in the Spanish style is preferred;
 - d. The use of symbols or three dimensional forms is encouraged;
 - e. Spanish terminology and the use of 16th to 19th century graphic modes are also encouraged;
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- f. In general, lettering over ten inches (10") in height, the use of plastic, or internally illuminated signs are not allowed;
 - g. Flush mounted signs of tile or stone are encouraged;
 - h. Use of metal brackets for projecting signs appropriate to EPV are encouraged;
 - i. It may be necessary to present a nationally recognized logo in a different format than it is normally presented to comply with the specific standards for EPV; and
 - j. For hotels and motels in EPV, a single neon "No Vacancy" sign shall be allowed subject to the following design standards:
 - (1) The sign be in compliance with Municipal Code Section 2.70.040 B.
 - (2) A double faced sign is allowed if in compliance with Municipal Code Section 22.70.030 D.6.
 - (3) It is further encouraged that the "No Vacancy" sign be incorporated into the main ground, wall, projecting or other major identification signage.
4. Neighborhood compatibility:
- a. The type of neighborhood, character of the area and traffic speeds shall be considered in designing a sign;
 - b. Signs that are appropriate for one use at one location may not be appropriate for a similar use at another location;
 - c. Signs shall have an individual character and should not be designed to mimic signs on adjacent properties; and
 - d. Signs shall not adversely affect adjacent structures; they should blend with other neighborhood signs.
5. Sign function and visibility:
- a. Signs shall be designed to identify the name of the business or occupant;
 - b. To be clearly readable, information should be limited;
 - c. Signs shall not detract from or interfere with other signs in the area, and should not be designed to compete with other signs in the area or the City;
 - d. Light backgrounds are discouraged on internally illuminated signs because visibility is lowered by a "wrap around" effect;
 - e. An easily visible address is as important to identification of a business as the name;
 - f. The identity of the building or complex is important to offices and businesses sharing a building. The name of the building should be displayed prominently. A directory listing will eliminate a clutter of signs on a facade; and,
 - g. Ground signs are appropriate in areas of high speed vehicular circulation or unusually wide streets. They should be placed parallel or perpendicular to the street. Angled signs are not suitable.
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6. Lighting:
 - a. If lighting plans are not submitted with the sign application, it will be assumed that the sign is not to be illuminated. Any lighting installed subsequently will be illegal;
 - b. Lighted signs shall be designed so that they are not unnecessarily bright. Lighting plans shall include product literature from the manufacturer for any new light fixture(s) to be used;
 - c. Exposed spot lights and electrical conduits are not acceptable. Spot lights shall be shielded and/or screened from public view by architectural details or plantings; and
 - d. The use of lanterns and other forms of decorative lighting is encouraged.
7. Landscaping:
 - a. Landscaping in EPV shall conform to the EPV Guidelines List of Preferred Plants.
 - b. Low shrubs or dense ground cover is required to conceal non-decorative lighting fixtures.
 - c. Irrigation plans shall be included where applicable.
8. Sign Programs:
 - a. Refer to sign standards in Municipal Code Section 22.70.040, for residential, office, commercial and industrial uses; and
 - b. Applicants are encouraged to check with City staff regarding approved sign programs.
9. Other approvals:
 - a. The Transportation Division of the Public Works Department must review the plans for all ground signs to ensure conformance with safety standards prior to approval by the Committee. Encroachment of ground signs onto public property is illegal;
 - b. All signs approved by the Committee are subject to and dependent upon the applicant complying with all applicable ordinances, codes, regulations or adopted policies. For example: the Sign Committee could approve a sign to be placed on a new awning, but the awning can only be approved by the ABR or HLC;
 - c. Any changes in the approved plans for a sign must be reviewed by the Sign Committee; and
 - d. Signs containing lights or involving other electric work require electrical permits. Any sign unless otherwise exempted, requires a building permit.

E. STANDARD CONDITIONS OF APPROVAL

The following conditions are attached, either in whole or in part, to all signs approved by the Committee. If any of these conditions are not acceptable, the applicant shall discuss them with the Committee at the time of the meeting.

1. The approval is granted only for the property as described in the application and any attachments thereto, and only for the signs approved as shown on the plans submitted;
2. All signs shall be located, constructed and maintained as shown on the plans submitted and approved unless otherwise approved by the Committee;
3. All materials and colors used shall be as represented or as specified by the Committee. Any deviation will require the express approval of the Committee. Once installed, all signs shall be maintained in accordance with the approved plans;
4. If the signs are not installed or placed as shown on the approved plans within six months after the date of approval, the approval will automatically become null and void. However, if the proposed plans, materials and adjacent areas remain unchanged, the Director of Community Development or his authorized representative may grant one additional six month extension of time for installation of the sign or signs approved;
5. Should the Committee as a condition of approval, require substantial changes to the sign plan or plans submitted, the applicant shall submit to staff a complete set of all such plans showing in detail all of the revisions required prior to any sign permit being issued;
6. Any sign approval is subject to the payment of all fees by the applicant to the City of Santa Barbara as required by Ordinance;
7. All sign bracing, with the exception of approved brackets, shall be screened in a manner acceptable to the Committee;
8. Should the Committee require, as a result of any action it may take, the removal of any existing sign or signs and lighting, then all such signs, lighting and their supports or mounts must be removed in conjunction with the installation of any new signs approved, unless an extension of time is granted by the Zoning Enforcement Officer; and,
9. Whenever a sign is removed from a building or structure, all sign supports, brackets, mounts, utilities or other connecting devices must be removed so that there is no trace of the removed sign or signs or the supports, brackets, mounts, utilities or other connecting devices.

F. SUPPLEMENTAL DESIGN GUIDELINES

In addition to the basic guidelines outlined in this document, guidelines for specific types of development and for specific areas of the City have been prepared with input from the HLC, ABR, Planning Commission and others. These supplemental guidelines are contained in separate documents and include the following:

1. EL PUEBLO VIEJO GUIDELINES: These Guidelines were established to describe the City's EPV Landmarks District and to maintain its distinctive architectural and historical character. The Guidelines provide for the continuance of Santa Barbara's Hispanic architectural tradition. This Hispanic architectural tradition has been inspired by buildings designed for similar climatic conditions along the Mediterranean Sea, in Mexico, and in early Southern California. The Historic Landmarks Commission has design review jurisdiction over all buildings/properties in El Pueblo Viejo District.

2. ARCHITECTURAL BOARD OF REVIEW GUIDELINES: These Guidelines were established to assist the ABR in the protection and preservation as nearly as is practicable of the natural charm and beauty of the area in which the City is located. The Guidelines apply to some residential buildings and all commercial buildings outside landmark districts and were created to maintain the City's historical style, qualities and characteristics of its buildings, structures and architectural features associated with and established by its long, illustrious and distinguished past.
3. HALEY-MILPAS DESIGN MANUAL: The purpose of this manual is to assist the people in the Haley-Milpas area in improving the appearance of their property. Goals in this area are to provide a more human-scaled and pedestrian environment; to give more attention to details to provide more interest and feeling; and to encourage mixed use development to accommodate the mix of uses already existing in the area. This area is bounded by U.S. Highway 101, Santa Barbara, Ortega, Salsipuedes and Haley Streets, and the properties facing Milpas Street.
4. AIRPORT DESIGN GUIDELINES: These Guidelines were established to recognize the aviation-oriented architecture in this area and to protect the theme established by the mediterranean style of the airport terminal. The Guidelines apply to all of the property in the airport area.
5. WATERFRONT AREA DESIGN GUIDELINES: These Guidelines establish a general design theme which emphasizes the area's proximity to the ocean and Harbor areas. These Guidelines apply to all property in the area of the Harbor and Pershing Park, as well as properties south of U.S. Highway 101 between Castillo Street on the west and the City limits on the east.
6. UPPER STATE STREET AREA DESIGN GUIDELINES: These Guidelines apply to the Upper State Street Area, an area that is generally on both sides of State Street from Constance Avenue to the westerly City limits. It also includes upper De la Vina Street from Constance Avenue to State Street; commercially developed areas along Hope Avenue, Hitchcock Way and La Cumbre Road and the commercial areas along Calle Real and Pesetas Way. The Upper State Street Area is divided into 6 separate neighborhoods. It is recognized that each of these is different and requires unique architectural solutions. These Guidelines describe the different neighborhoods and provide assistance for design development to remain compatible with the neighborhoods. In addition, there are special landscaping guidelines for the Upper State Street Area.

IV. MEETING CONDUCT AND PROCEDURES

A. COMMITTEE MEMBERSHIP

The Sign Committee shall be composed of five members and two alternates and shall be appointed as follows:

1. One member and one alternate shall be appointed by the ABR from its membership;
2. One member and one alternate shall be appointed by the HLC from its membership; and,
3. Three members shall be appointed by City Council and shall be representatives of the following:

- a. Owner or operator of a business (retail, commercial) located within the City of Santa Barbara;
 - b. Design professional (such as an architect, graphic artist, landscape architect, interior designer or sign maker/designer); and
 - c. Local resident who is either a business owner or operator, design professional or has other qualifications and knowledge relating to signing.
4. Members serve a two year term, or until their successors are appointed. However, the members who are also ABR and HLC members shall serve only as long as they are members of said board or commission.
 5. Staff to the Sign Committee shall be from the Community Development Department, Planning Division.

B. ELECTION OF OFFICERS

As soon as practical, following the first day of January and the first day of July of every year, the Sign Committee shall re-organize by electing one of its members to serve as chairperson. The Committee shall elect a vice-chairperson to preside in the absence of the Committee's chairperson, and to automatically succeed the chairperson at the next election.

C. GENERAL MEETING PROCEDURES

1. INCOMPLETE APPLICATIONS: The Committee will not review any incomplete applications, as indicated on the first page of the agenda.
2. ROBERT'S RULES OF ORDER: The Committee has adopted Robert's Rules of Order for the formal conduct of meetings. Robert's Rules of Order shall govern the conduct of meetings unless otherwise provided by these procedures. However, the general meeting procedures tend to be less formal. General comments not relating to specific elements of the proposal will be considered out of order and will be ordered to cease by the Chairperson.
3. QUORUM: A quorum shall consist of three members of the Sign Committee and a majority of those present shall decide any and all issues before it. No Final approval shall be given unless at least three members vote on the motion.
4. DISCUSSIONS OUTSIDE OF REGULARLY NOTICED MEETINGS: It shall be a general policy of the Sign Committee that private discussions between applicants and Committee members, or groups of Committee members, do not reflect the consensus of the entire Committee, nor shall it be construed as an interpretation of the Committee's policies. Committee members are encouraged to inform the Sign Committee of such discussions. Such meetings should not be initiated or encouraged by Committee members, unless an ad-hoc subcommittee is appointed to cover particular subjects.
5. CHANGES TO AGENDA: The Chairperson conducts the meeting following the agenda format. The Committee may change the order of the agenda by a majority vote for special circumstance.
6. EX AGENDA ITEMS: No action shall be taken at a regular meeting on any item which does not appear on the posted agenda as provided for in the Ralph M. Brown Act. Any motion shall be accompanied by distribution of a written statement, to be included in the record, stating the facts upon which it can be determined that the

need to take action arose after the agenda was published and posted. If it is infeasible to present such a written statement of reasons, the secretary shall include in the minutes of the meeting a statement of the reasons for the Committee's determination.

7. CONFLICT OF INTEREST: Members must comply with all Conflict of Interest provisions as required by state laws for disclosing potential conflicts of interest. If the member has any potential conflict of interest for an application that is before the Committee, the member must step down and not participate in either the review or presentation of the application. When a member steps down, the member is not included in a quorum.
8. ATTENDANCE OF COMMITTEE MEMBERS: If a member cannot attend a meeting, the member is asked to contact staff at the earliest possible opportunity prior to the meeting date.
9. ASSISTANCE BY STAFF: Staff shall assist the Committee and the general public through the Sign Committee process. Staff comments shall be stated at the beginning of each review. Staff shall be available to provide information during the discussion.

D. ORGANIZATION OF AGENDA

1. List Sign Committee members, alternates, staff, meeting place, time and date.
2. Submittal checklist.
3. General Business.
 - a. Public Comment
 - b. Approval of minutes of the previous Sign Committee meeting. Reconsideration and rescission of approvals.
 - c. Announcements, requests by applicants for continuances, postponements and withdrawals, future agenda items and announcement of signs approved at the Conforming Sign Review.
 - d. Reports from sub-committees
 - e. Possible Sign violations
4. Sign Application Review
 - a. Concept Review
 - b. Final Review
 - c. Review After Final
5. Discussion Items
6. Ex Agenda Items
7. The meeting will be adjourned by the chairperson after all items have been heard and all items for which the applicant was absent have been acted upon.